



Governor's Film and Television Commission
Entertainment and Marketing Committee
July 19, 2005 – 2:00 PM
Phoenix City Hall – 13th Floor Conference Room

OVERVIEW

In Attendance:

Kay Daggett, Luci Fontanilla Perez, Barry Kluger, Shelli Hall Lipinczyk, Don Livesay, Lynda Miller, Malachy Wienges, Harry Tate, Kristine Thomas, Jeff Schatzki, Peter Mangelsdorf, Margie Emmermann (Jacki Mieler) and Michael Dixon.

Call to Order

Meeting called to order by Chairman Kluger at 2:18 PM.

Introduction of Participants - Attendees

Members introduced themselves and stated their affiliation

Discussion: How do we market the state?

A question was raised as to how the former Commission marketed the state when it was flourishing. The most notable difference was that the Arizona Film Commission had a major presence in the industry as a member of the AFCI Board of Directors. Thru this affiliation, the state had four opportunities to meet with key players in the industry and was in a position to affect policy. The current challenge now being that there is no budget to cover the cost of the large sponsorship fee which raised the question, "what fundraising constraints exist that would prevent the sponsorship of travel/registration expenses and event participation needed to market the state?."

Suggestions on how to market the state included:

- Bid to host future AFCI Cineposium
- Combining contacts for the "ultimate" list
- Hosting a Creative Cineposium
- Small Event for Producers, "Why Arizona?"
- Trips to LA to appeal to local area contacts
- Gift Basket giveaways at significant events
- Sponsor one event and increase sponsorship each year
- Host a Workshop at an event
- Sponsor Sundance to target Independent Producers
- Appeal to the decision makers
- Identify and market large scale buildings as makeshift production sites
- Promote SB 1347

Although the bill has been approved, the tax incentives will not be available until January 1, 2006 (including the public distribution of the application). There are no exceptions. ADOC is currently in the preliminary stages of developing the rules and application criteria. The complex language of the bill is subject to interpretation creating a cumbersome process for the definitions of terms, such as, Arizona resident, full time employee, etc., resulting in a marketing challenge of the bill until the process is complete.

Mr. Tate informed the committee that ADOC, in partnership with AOT, have made an effort to market the state by hiring Riester Robb to develop a promotional package and 3-minute video. A request was made by the committee to have a future presentation by Riester Robb regarding this initiative.

The Chairman concluded that the Commission is operating on a very limited budget. Based on the available resources:

- What future events are we aware of that can be leveraged to our benefit? (timeline from now until year end)
- What do we (as professionals in our respective areas) want to accomplish?
- How do we get there?

Future meeting and agenda

The Chairman will provide suggestions for future committee meeting dates.

Dates for future events should be forwarded to barry@barrykluger.com and kristinet@azcommerce.com by Friday, July 29th.

Contact information for the committee will be provided.

Adjournment

The meeting adjourned at 4:06 PM